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FOR RELEASE Immediately

INTERNATIONAL MUSEUM WEEK

"Museum Week" will be celebrated all over the world from October 7 to 13 . Forty-five nations will take part. Already over 100 museums in the United States are making extensive plans for telling their story to emphasize the productive and peaceful role a museum plays in the life of the community. Some museums will stress their role in daily living. Others will do as The Cleveland Museum of Art is doing and emphasize the importance of art as an international language. Still others will draw attention to the museum's way of helping man to evaluate himself. The role of museums in fundamental education will be a vital factor in each museum exhibit. In Cleveland Mayor Celebreeze will issue a proclamation for Museum Week in Cleveland on October 1.

A new concept of museums has arisen out of the unrest prevalent in society today. Museums are being re-evaluated in terms of their contributions to culture, education and society as a whole. Even in countries well advanced industrially and where museums have been established for several hundred years, the concept of their broad purposes is just being realized. Their dedication to preservation and research is not being abandoned, but their educational functions are becoming greatly expanded. In countries less industrially advanced, they provide the indigenous population with the means of knowing and improving their own culture. In their rapid process of evolving and developing they are becoming more than the name formerly implied. They are research centers and guardians of cultural and historical treasures, and, at the same time, function as information organizations. While acting as community institutions, they promote not only education but inspiration through interpretive exhibits of visual material. Most important of all, what they possess of nature's products and man's creations is available for all people to use for determining their part in the world.

In France, the Ministry of Education has taken official cognizance of "Museum Week" and is appointing municipal and departmental committees to include museum officials, librarians teachers and representatives of labor unions to work together on plans. A national contest for children's drawings on museum themes will culminate with an exhibition in Paris at the Musee Pedagogique. Exhibits will be placed in the Paris subway stations and tourist bureaus will distribute posters. All French museums will be open free to the public during the WEEK and a French postage stamp is to be issued. In contrast, the small country of Syria has arranged to inaugurate six new museums during MUSEUM WEEK. Hungary is arranging a great technical exhibit in Budapest and the publication of a book "Masters of the Fine Arts" as its way of celebrating. In Brazil school children are encouraged to make special museum visits and a group of curators will go to schools to talk to classes encouraging them to make museum visitations. In India a site museum is to be dedicated at the place where Buddha obtained his enlightenment. Iraq plans an international circulating exhibition on "Writing: Its Invention and Progress". In the United Kingdom, the Queen Mother will make a speech and officially inaugurate the WEEK. A reception for museum personnel will be held in London at the National Gallery.

During Museum Week The Cleveland Museum of Art will have an exhibition ART: THE INTERNATIONAL LANGUAGE which, although planned especially for Museum Week, will be on display from October 2 through November 4. The Cleveland Health Museum will have an exhibition entitled HUMAN HEREDITY, the first of its kind in the United States. The Western Reserve Historical Society will have a display entitled MAKE HISTORY LIVE. The Cleveland Museum of Natural History will have an exhibition of Bird Paintings from Venezuela which will show the wide-spread international interest in birds with special interest on birds unconcerned with international boundaries.